

## AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application.

These amendments introduce no new matter and support for the changes is replete throughout the specification, claims, and drawings as originally filed. Any changes made are without prejudice and are not to be construed as abandonment of any previously claimed subject matter or agreement with any objection or rejection of record.

### Listing of Claims:

1. (Cancelled).
2. (New) A method of producing a plant cell, which cell has increased production of a gene-product of interest, the method comprising:  
  
transfecting a plant cell with a genetic vector capable of replication in the cytoplasm of the plant cell, which vector comprises: a first subgenomic promoter operably linked to a first polynucleotide encoding a target gene inhibitory RNA and a second subgenomic promoter operably linked to a second polynucleotide encoding a viral coat protein; wherein said vector is capable of systemically infecting plants and producing the inhibitory RNA; and, wherein the target gene inhibitory RNA is specific for a target gene comprising a negative regulator of the gene-product of interest.
3. (New) The method of claim 2, wherein the vector is derived from a plant RNA virus.
4. (New) The method of claim 3, wherein the vector is derived from a single stranded RNA plant virus.
5. (New) The method of claim 2, wherein at least one of the subgenomic promoters is derived from a tobamovirus.

6. (New) The method of claim 5, wherein at least one of the subgenomic promoters is derived from a tobacco mosaic virus.

7. (New) The method of claim 2, wherein the subgenomic promoters are heterologous to one another.

8. (New) The method of claim 2, wherein the target gene inhibitory RNA is an anti-sense RNA specific for the target gene.

9. (New) The method of claim 2, wherein the target gene inhibitory RNA is a co-suppressor RNA specific for the target gene.

10. (New) The method of claim 2, wherein the target gene inhibitory RNA is an endogenous plant gene inhibitory RNA specific for the target gene.

11. (New) The method of claim 2, wherein the gene-product of interest is a nucleic acid or a protein.

12. (New) The method of claim 2, wherein the gene-product of interest is phytoene.

13. (New) The method of claim 2, wherein the target gene encodes phytoene desaturase.

14. (New) The method of claim 2, wherein the gene-product of interest is phytoene and the target gene encodes phytoene desaturase

15. (New) A plant cell produced by the method of claim 1.